



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Mentzer Media Services  
600 Fairmount Ave  
Ste 306  
Towson, MD 21286

Schedule Dates 10/09/12-10/15/12  
Advertiser American Crossroads (41599)  
Agency Mentzer Media Services (1381)  
Product POLITICAL ISSUE (ns) (1187)  
Brand CANDIDATE ADVERTISING (461666)  
Salesperson TeleRep/DC, Washington DC (2995)  
Sales Office TeleRep Washington DC  
Buyer Name CLOYD, ELISE  
Phone/Fax /  
CPE 1776  
Account Types National/Political Issue Agency BRD  
Billing Type Weekly/Irregular  
Comments AMER CROSSROADS 10/9

Last Modified 10/09/12  
Entered By Nancy Brutus  
CO-OP No  
Headline # 06225436  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$6,405.00  
Net Total \$36,295.00  
Sales Tax

By Broadcast Month Spots Rate  
Oct 2012 68 \$42,700.00  
Grand Total: 68 \$42,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	9A-10A (EST)	4		X	X	X	X			4	\$725.00	\$290.00	West Palm Beach (WPEC)		7/13/12
Est 2.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	11A-12P (EST)	4		X	X	X	X			4	\$300.00	\$1,200.00	West Palm Beach (WPEC)		7/13/12
Est 3.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	4P-5P (EST)	4		X	X	X	X			4	\$375.00	\$1,500.00	West Palm Beach (WPEC)		7/13/12
Est 4.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	5P-5:30P (EST)	6		X	X	X	X			6	\$500.00	\$3,000.00	West Palm Beach (WPEC)		7/13/12
Est 5.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	5:30P-6P (EST)	6		X	X	X	X			6	\$500.00	\$3,000.00	West Palm Beach (WPEC)		7/13/12
Est 6.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	2	:30	7:30P-8P (EST)	4		X	X	X	X			4	\$450.00	\$1,800.00	West Palm Beach (WPEC)		7/13/12
Est 7.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	11:35P-12:35A (EST)			2	2	2	2			8	\$300.00	\$2,400.00	West Palm Beach (WPEC)		7/13/12
Est 8.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/14/12	3	:30	11P-11:35P (EST)	6		X	X	X	X	X		6	\$750.00	\$4,500.00	West Palm Beach (WPEC)		7/13/12
Est 9.0	Unapproved (New!) on credit hold / Prime	10/09/12-10/09/12	3	:30	8P-8:55P (Tuesday)			1						1	\$4,000.00	\$4,000.00	West Palm Beach (WPEC)		7/13/12

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Advertiser: American Crossroads (#1509)  
Agency: Mentzer Media Services (1383)  
Product: POLITICAL ISSUE (ns) (1187)  
Brand: CANDIDATE ADVERTISING (461666)  
Salesperson: TeleRep/DC, Washington DC (2395)  
Sales Office: TeleRep Washington DC  
Buyer Name: CLOYD, ELISE  
Phone/Fax: /  
CPE: 1776  
Account Types: National/Political Issue Agency BRD  
Billing Type: Weekly/Irregular  
Comments: AMER CROSSROADS 10/9

Last Modified: 10/19/12-10/19/12  
Entered By: Nancy Britus  
CO-OP: No  
Headline #: 06225436  
Demo: A35+R  
Order Type: Normal  
Package Deal:  
Commission %: 15.00  
Commission: \$6,405.00  
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Oct 2012  
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Est 10.0	Unapproved (Newt) on credit hold / Prime	10/11/12-10/11/12	3	:30	9P- CBS-Person of Interest (Thursday)						1			1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		7/13/12
Est 11.0	Unapproved (Newt) on credit hold / SPOT	10/13/12-10/13/12	4	:30	7A- 9A (EST)							2		2	\$150.00	\$300.00	West Palm Beach (WPEC)		7/13/12
Est 12.0	Unapproved (Newt) on credit hold / Prime	10/13/12-10/13/12	2	:30	8P- 10P (EST)							2		2	\$1,000.00	\$2,000.00	West Palm Beach (WPEC)		7/13/12
Est 13.0	Unapproved (Newt) on credit hold / Prime	10/13/12-10/13/12	2	:30	10P- CBS-48 hours Mystery (Saturday)							1		1	\$1,200.00	\$1,200.00	West Palm Beach (WPEC)		7/13/12
Est 14.0	Unapproved (Newt) on credit hold / SPOT	10/14/12-10/14/12	3	:30	7A- 8A (EST)								1	1	\$150.00	\$150.00	West Palm Beach (WPEC)		7/13/12
Est 15.0	Unapproved (Newt) on credit hold / SPOT	10/14/12-10/14/12	3	:30	8A- 9A (EST)								1	1	\$200.00	\$200.00	West Palm Beach (WPEC)		7/13/12
Est 16.0	Unapproved (Newt) on credit hold / SPOT	10/14/12-10/14/12	3	:30	9A- 10:30A (EST)								1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 17.0	Unapproved (Newt) on credit hold / SPOT	10/14/12-10/14/12	2	:30	10:30A- 11:30A (EST)								1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 18.0	Unapproved (Newt) on credit hold / SPOT	10/14/12-10/14/12	2	:30	7P- 8P (EST)								1	1	\$4,000.00	\$4,000.00	West Palm Beach (WPEC)		7/13/12

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Est 19.0	Unapproved (New) on credit hold / Prime	10/14/12-10/14/12	2	:30	9P- CBS-The Good Wife (Sunday)								1	1	\$2,300.00	\$2,300.00	West Palm Beach (WPEC)		7/13/12
Est 20.0	Unapproved (New) on credit hold / Prime	10/14/12-10/14/12	3	:30	10P- CBS-The Mentalist (Sunday)								1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 21.0	Unapproved (New) on credit hold / SPOT	10/15/12-10/15/12	3	:30	9A- 10A (EST)		1							1	\$725.00	\$725.00	West Palm Beach (WPEC)		7/13/12
Est 22.0	Unapproved (New) on credit hold / SPOT	10/15/12-10/15/12	3	:30	11A- 12P (EST)		1							1	\$300.00	\$300.00	West Palm Beach (WPEC)		7/13/12
Est 23.0	Unapproved (New) on credit hold / SPOT	10/15/12-10/15/12	3	:30	4P- 5P (EST)		1							1	\$375.00	\$375.00	West Palm Beach (WPEC)		7/13/12
Est 24.0	Unapproved (New) on credit hold / SPOT	10/15/12-10/15/12	3	:30	5P- 6:30P (EST)		2							2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 25.0	Unapproved (New) on credit hold / SPOT	10/15/12-10/15/12	3	:30	5:30P- 6P (EST)		2							2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 26.0	Unapproved (New) on credit hold / SPOT	10/15/12-10/15/12	2	:30	7:30P- 8P (EST)		1							1	\$450.00	\$450.00	West Palm Beach (WPEC)		7/13/12
Est 27.0	Unapproved (New) on credit hold / SPOT	10/15/12-10/15/12	3	:30	11:35P- 12:35A (EST)		2							2	\$300.00	\$600.00	West Palm Beach (WPEC)		7/13/12

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Est 28.0	Unapproved (NewL) on credit hold / SPOT	10/15/12-10/15/12	3	:30	11P-11:35P (EST)	2								2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		7/13/12

## CONFIRMATION CONTRACT

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 100px;">WPEC-TV</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">10/5/12</span>
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I, Lauren Schumacher

do hereby request station time concerning the following issue:

American Crossroads
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				
WPEC # 1336332					

<b>Total Charges:</b> <span style="font-size: 1.2em; margin-left: 20px;">\$ 42,700</span> <span style="margin-left: 50px;">GROSS</span>
---

This broadcast time will be used by: American Crossroads

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

AMERICAN CROSSROADS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

6/5/12  
Date  
TO BE SIGNED BY ISSUE ADVERTISER  
Signature  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected  
Lillie K. Roberts  
Signature  
Lillie K. Roberts  
Printed Name  
10/10/12  
Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: American Crossroads PARTY: \_\_\_\_\_

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Emily Milburn  
Candidate Manager Agency Committee (circle one)

ADDRESS: Crossroads Media - Alexandria  
46 Canal Ctr. Plaza, Suite 555  
Alexandria, VA 22314

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: AVAILS & Rates

Final Disposition: Order Placed \$42,700<sup>00</sup>

If Committee, list officers and position: Treasurer: Margee Clancy

TAKEN BY: Cheryl Blair / DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
T Rep Wash